



Euromonitor
International

Top Five Trends in Snacks

July 2025

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Our expert's view of snacks in 2024

Key findings

INTRODUCTION

The industry targets stronger value ventures to ward off highly elastic demand

Top five trends in snacks

Top five trends uncovered

AUGMENTED AFFORDABLES

Satisfying consumer needs as values shift introduces a new industry challenge

Denmark's long-standing Anthon Berg chocolate rebrands to attract future consumers

A decline in purchasing power pushes Bolivia's Mabel's brand to innovate on value

The industry has new opportunities to meet the value-conscious consumer

STAPLE(SING) SNACKS

As snacking moments drop, building up essential occasion solutions is advantageous

Lotte launches convenient nutrition snacks, as more South Koreans skip breakfast

Mars' M&M's boosts usage during a big US confectionery seasonal festivity: Halloween

The snacks industry has new opportunities to demonstrate its relevance as a staple

CONSUMER CONSULTED

The temptations of tech should not overwrite authentic consumer connections

Mondelez invests to strengthen its consumer and AI product development capabilities

Kellanova minds data security in its AI usage and consumer personalisation strategy

Snack brands must find their balance in human-machine innovation opportunities

SPICE SPECIFICS

Demands for sensory experiences and boredom cures to prompt greater flavour depth

PepsiCo fulfils demand for enhanced tastes under its Colombia-local brand Choclitos

One of China's leading savoury snack brands, Weilong, advances cultural nuance

The value of experience continues to shape opportunities for new flavours and tastes

EMBRACE THE MESSAGE

Snacks are not immune to the growing sentiment that "everything is political"

Aldi's new private label cocoa-free ChoViva chocolate tackles ESG concerns in the UK

Ben & Jerry's handles growing brand politicisation with ice cream offer for Dutch voters

As the delighter category, snacks must effort to remain ahead of negative sentiment

CONCLUSION

Future implications

Opportunities for growth

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